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Suzanne Quinlan Mooney
Louisiana Board of Ethics
Post Office Box 4368
Baton Rouge, LA 70821
(225) 219-5600

15 March 2016

Dear Ms. Mooney

My name is Harold Eggert, and I am a fulltime faculty member at Louisiana Delta Community College. I am requesting an official inquiry to determine if working as a Digital Faculty Consultant (DFC) for McGraw Hill would be an ethics violation. A McGraw Hill representative nominated me for the DFC position. I would do consulting work for McGraw Hill after hours. McGraw Hill will compensate my consulting work, which would include training faculty (at LDCC and other academic institutions) to use Connect (an online digital platform that integrates McGraw Hill textbooks) in the classroom (only if faculty require Connect) and building McGraw Hill Connect courses that integrate McGraw Hill textbooks.

The private company, efollett.com, serves or partners with the college to run the Louisiana Delta Community College store (<http://www.bkstr.com/efollettstore/home> and <http://www.bkstr.com/ldccstore/home>). This means that McGraw Hill does not have a business contract with Louisiana Delta Community College and that the store deals directly with textbook vendors to order textbooks.

The process is simple. The Deans submit a list of textbooks to the store manager; then efollett.com orders products from many textbook vendors to fill these orders. Although teachers require textbooks for their classes, students buy textbooks from the Louisiana Delta Community College store, which efollett.com operates.

If you have any questions, please feel free to contact me using the information provided in the header. The following list of contacts might help in your inquiry: Dean Lindsay (318-345-9233, rlindsay@LaDelta.edu); Vice Chancellor Don Wheeler (318-345-9177, dwheeler@LaDelta.cc.la.us); LDCC Store (318-345-9009); and McGraw Hill Implementation Manager, Amy Rainwater (318.458.1484, amy.rainwater@mheducation.com). If you need additional information, please do not hesitate to contact me.

Sincerely,



Harold Eggert

P. S. Attached to this letter is an official McGraw Hill statement, detailing the duties of the Digital Faculty Consultant position.

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DFC Program Overview

Digital Faculty Consultants (DFCs) are instructors who:

- have realized positive outcomes using McGraw-Hill Education technology
- are passionate about helping their peers through sharing of experience, ideas and best practices
- are thought leaders or are interested in expanding their role in this area

"I hosted a small webinar today, and a new user was thrilled to see all of the teaching tools within *Connect*. He was amazed that he was able to learn so much from a webinar. This was his first, and he is just starting to think about incorporating technology into his classroom. It has been exciting for me to share my experience with new users and hear how motivated and inspired they are."

—Danaë R. Quirk Dorr,
Digital Faculty Consultant

Learn More: bit.ly/MHEDFCs

Engagement

As a member of the DFC Program, you can expect to engage in several types of events with your peers such as hosting webinars, attending and presenting at workshops and conferences, presenting on campus, and reaching out by phone or email. In addition, you will be working with our digital team to provide product feedback.

These activities are geared towards sharing advice to help instructors:

- understand the value of using technology
- effectively implement technology
- redesign their course
- learn about best practices
- set up their course
- use data to drive student success

Thought Leadership

We encourage all DFCs to be thought leaders in social media by starting conversations, sharing best practices, and inspiring new ideas.



Connect: www.facebook.com/mcgrawhillconnect

LearnSmart: www.facebook.com/mhlearnsmart



www.twitter.com/mhhghed

@MHHigherEd

#learnwithoutlimits



www.theconnectcommunity.com

Commitment

DFCs can work as often or as little as their schedule allows. This is a tremendous opportunity to make an impact on the success of students across your campus and beyond.

Role

When faculty would like to learn more about our technology from a peer, the role of a DFC is to:

- build awareness about our technology and their benefits to instructors and students
- offer credible information about how to effectively use our technology, user experience, and outcomes they can expect with usage
- be an empathetic consultant during the adoption decision making process and/or through the post-adoption implementation and training process



If you would like to speak with a DFC or learn more about the program, please contact your McGraw-Hill Education Learning Technology Representative.

Learn More: bit.ly/MHEDFCs

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**digital faculty
consultants**